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The program designs and editorial policies of the media are subject to two conflicting pressures. Advertisers, naturally seeking to reach the largest possible audience, are anxious to avoid antagonizing any prospective customers and therefore prefer the media to follow a policy of conservative and non-controversial programming and editorializing. Yet the public's interest in the media offerings is more likely to be aroused if the programs contain new material or are rendered more absorbing by the tensions resulting from debates, contests, and rivalries. The solution habitually adopted by the media's management is to admit such tensions in immaterial areas: quiz shows, sports, competitions among performers, and debates on more or less innocuous public issues or among speakers of not too widely divergent persuasions.

—Paul A. Baran and Paul M. Sweezy, "Theses on Advertising," in Baran, *The Longer View* (New York: Monthly Review Press, 1969), 230.